

COMMUNICATION

Mission Statement

The B.A. in Communication is grounded in the notion that effective communication is vital to the success of any organization in the 21st century, and the Department of Communication empowers students to creatively manage professional communication challenges. Graduates learn to use technology, speak effectively, write clearly, question, communicate persuasively, explain, critique, edit, solve problems, innovate, lead, reason, practice ethics, and exceed expectations.

After combining academic theory with project-oriented/skill-building classroom assignments and hands-on experience, our graduates enter the professional world prepared to affect change and build successful careers in communication. We focus on fostering students' intellect and creativity in a relaxed, personal atmosphere that emphasizes high-quality work and high standards in the development of professional communication skills. We supplement the academic work with real-world lessons to help students become productive and involved citizens.

The Department of Communication consists of five distinct areas of specialization: Journalism, Public Relations, Advertising, Communication, and Telecommunication/Film. Each area has its own Academic Learning Compact.

Student Learning Outcomes

In addition to mastering the requirements of those specific compacts, all Communication graduates will be able to:

Content

- Recognize key features of the communication process model within specific settings (e.g. interpersonal, group, public, professional, mediated, or global settings).

Critical Thinking

- Critically evaluate sources of information to determine their trustworthiness, import, and utility to their specific communication task.

Communication

- Deliver professional, well-organized presentations (e.g. informative and persuasive) that are tailored to topic, audience, and occasion.
- Present written messages clearly and effectively for different audiences.

Integrity/Values

- Demonstrate professionalism by applying field-appropriate ethical standards to work product and taking responsibility for actions/outcomes.

Assessment of Student Learning Outcomes

Students in Communication build professional portfolios and exhibit other tangible evidence of their accomplishments throughout their coursework to document what they have learned as well as what they have learned to do. To assess the progress of students in Communication, professors in the department work with practitioners in journalism, telecommunications, advertising, public relations, and communication to evaluate how effectively students meet professional expectations.

Job Prospects for Communication

Journalist	Copywriter
Filmmaker	Consultant
Editor	Advertising Salesperson
Television Producer	Art Director
Public Relations Specialist	Media Planner
Human Resource Agent	Account Manager
Public Information Officer	

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<https://uwf.edu/cassh/departments/communication/>